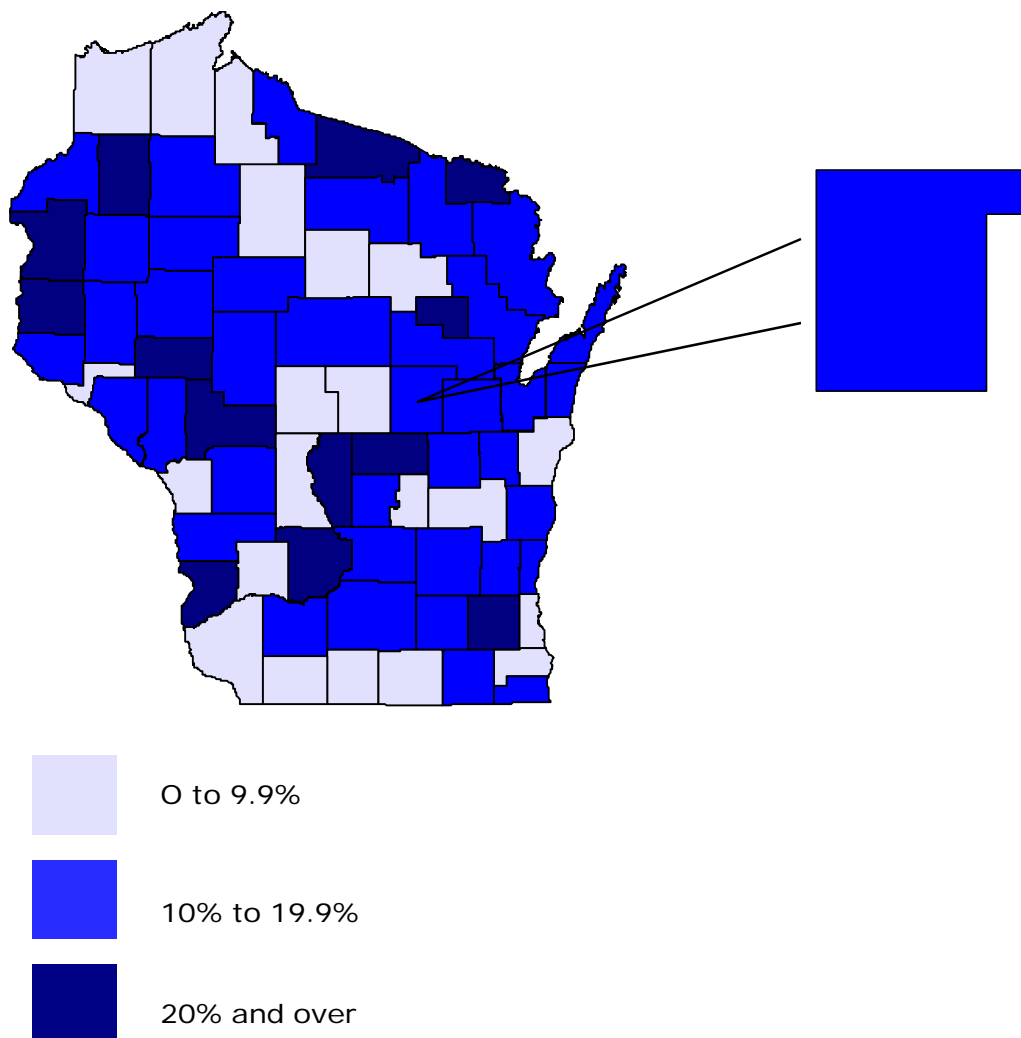


Waupaca County Workforce Profile

Job Growth 1994 to 1999



**Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001**



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Waupaca County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

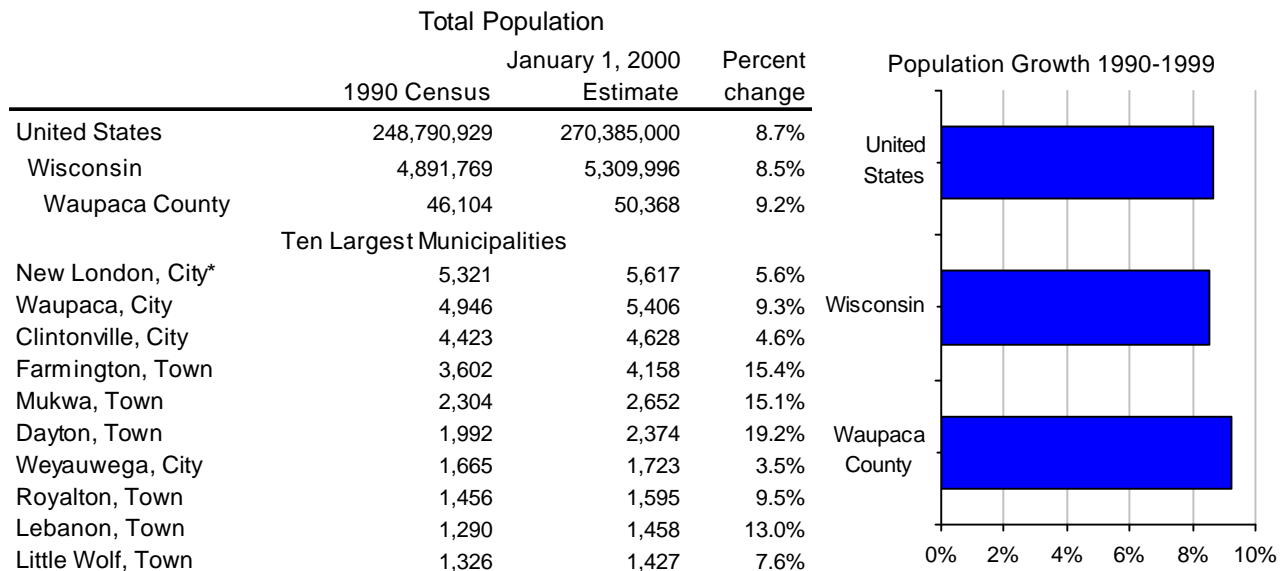
A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst,
Dan Curtin, by telephone (920-232-6270) or email (curtid@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Waupaca County Population and Civilian Labor Force

Waupaca County's population has increased an estimated 9.2 percent during the period from the 1990 census to the 2000 population estimates. Waupaca County has grown faster than Wisconsin and the United States. This slightly faster growth rate in Waupaca County is the result of more people moving into the County than moving out of the County. This pattern reflects a positive net migration. Waupaca County's population also increased by having more births than deaths. This component of population change is called natural gain. Of particular interest to area residents is the fact that the Waupaca Chain-Of-Lakes area has become an attractive location to build new homes, and many who have recently moved to the area continue to commute to work in Winnebago and Outagamie Counties. Improvements to state highway 10 have improved access to work and recreation in the county. Planned infrastructure improvements will make the area even more easily accessible.



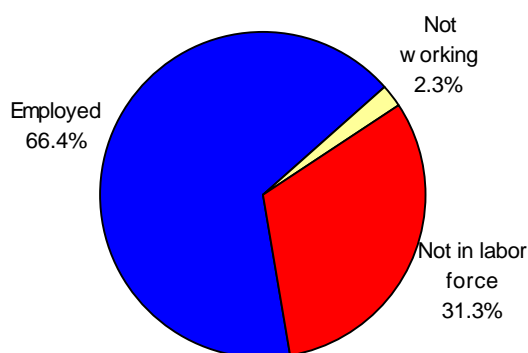
* Waupaca County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The labor force is the sum of employed and unemployed persons who are 16 years old and older. (Readers should bear in mind that many people who are not working are not included in the Bureau of Labor Statistics definition of unemployed. People who choose not to work, or have become discouraged and stopped looking for work, are not included.)

Waupaca County's population has increased by 9.2 percent since 1990, while the labor force has remained virtually flat during the same period. The difference between the labor force growth and the total population growth indicates a change in the composition of the population. A larger portion of the resident population is 16 and older. Consequently, a larger portion of the population is now available for and in the labor force.

1999 Labor Force Participation



The term used to describe the relationship between the labor force and population is the participation rate. Waupaca County has a smaller participation rate than does the State of Wisconsin, but larger than the United States. Waupaca County's labor force participation rate is 68.7 percent. The United State's participation rate is 67.1 percent, while the state's rate is 72.3 percent.

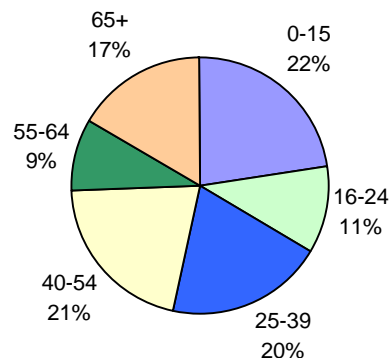
Participation rates are often partly the result of the economic conditions of an area and partly the result of the demographic conditions of an area.

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The 42.8 percent increase in labor force aged population between the ages of 40 and 54 is the result of the aging of baby-boomers. Of major significance to employers has been the 10.2 percent growth in the number of younger workers. The growth in the number of 16 to 24 year olds should be adequate for the increase in the number of businesses which traditionally hire large numbers of young workers.

Waupaca County Labor Force Age Population Distribution

Age Group	Population 1990 Census	Population 1999 Estimate	Percent change
0-15	11,095	11,467	3.4%
16-24	4,936	5,439	10.2%
25-39	10,490	9,915	-5.5%
40-54	7,365	10,516	42.8%
55-64	4,073	4,574	12.3%
65+	8,146	8,457	3.8%



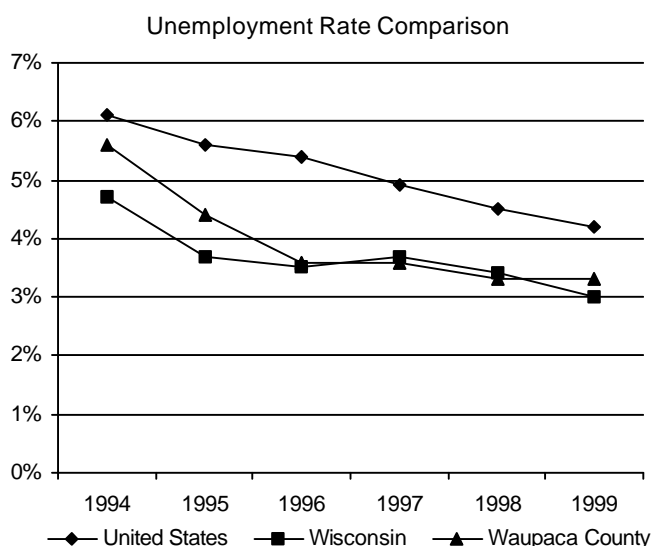
Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Waupaca County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	25,600	25,600	26,400	27,000	26,700	25,600
Employed	24,200	24,500	25,400	26,000	25,800	24,800
Unemployed	1,420	1,120	950	980	870	840
Unemployment Rate	5.6%	4.4%	3.6%	3.6%	3.3%	3.3%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

In the past five years, the number of jobs in Waupaca County, measured by place of work, has increased from 18,809 to 20,928, an absolute increase of 2,119 jobs. During that same period, the number of people in Waupaca County who identify themselves as employed, based on place of residence, has grown from 24,200 to 24,800, an increase of 600. This seeming anomaly is brought about because place of work data does not include self employment. Also, the place of residence counts people living in Waupaca County who have jobs regardless of where they commute for those jobs. Waupaca County has had rates of unemployment higher than the state, but has consistently been lower than that of the nation.

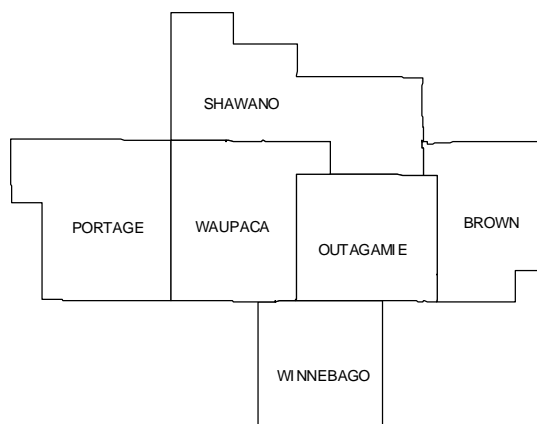


Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

Waupaca County Commuting Patterns

	Commute Into	Commute From	Net Commute
Outagamie County	2,711	1,052	-1,659
Winnebago County	931	351	-580
Portage County	336	697	361
Shawano County	292	1,100	808
Elsewhere	591	718	127
Total	4,861	3,918	-943

Work in Waupaca Co 15,761
Source: WI DWD, BWI. *Wisconsin's Commuting Patterns*, 1994.



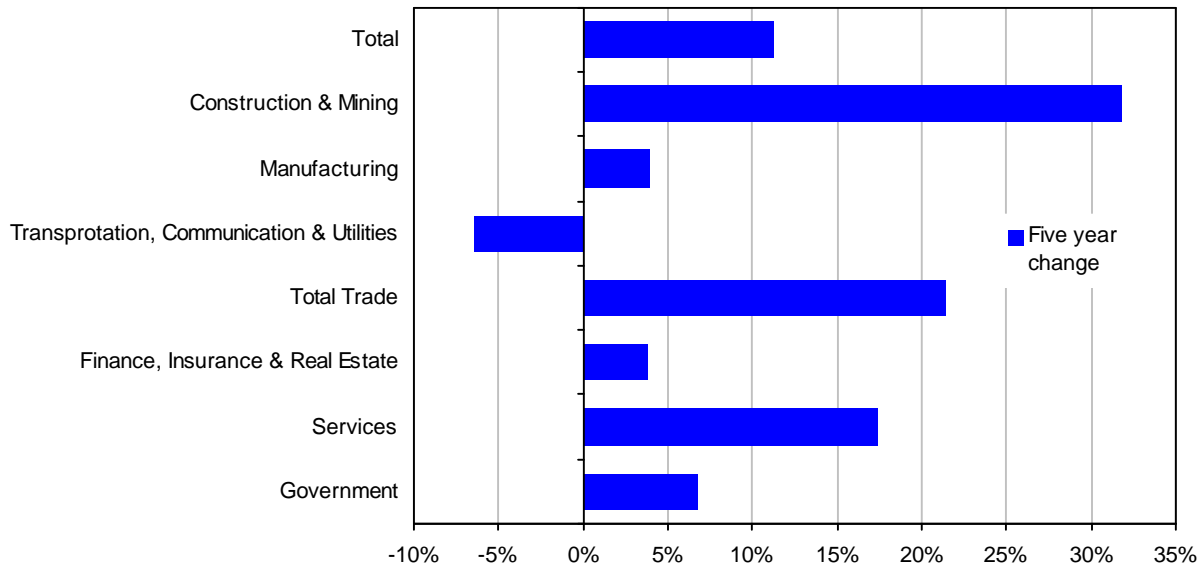
In Waupaca County 23.6 percent of the residents who are working commute outside the county for their jobs. More than 50 percent of those commute to Outagamie County. A large portion of them work at manufacturing jobs in the Outagamie portion of the City of New London, which is partly in Waupaca County and partly in Outagamie County. However, in recent years a larger number of workers in Outagamie County and Winnebago County have been moving to the Waupaca County area to enjoy the an excellent quality of life in a less populated area, while maintaining their jobs in the counties they moved from. This trend will increase.

Highways 45 and 10 provide easy in and out travel for commuters. Recent and future improvements to Highway 10 have, and will, facilitate the flow of an ever increasing volume of traffic in and out of the county. Special events, such as the annual car show in Iola, are a good indicator of the need for highways capable of handling a very high volume of traffic.

There are 1,100 residents of Shawano County who commute to work in Waupaca County. Many of these hold jobs at the Waupaca Foundry Company in the City of Waupaca, or at the FWD Corporation in the City of Clintonville. There are another 697 commuters from Portage County and 561 who commute from Waushara County. Many of these work in factories in and around the City of Waupaca, but many others drive to work at the Wisconsin Veteran's home located in King. The Veteran's home is the third largest employer in Waupaca County.

Many of the over 900 Waupaca County residents who commute to jobs in Winnebago County hold jobs in the paper industry in the Neenah/Menasha area.

Waupaca County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
Total	18,809	19,150	19,631	20,465	20,801	20,928	0.6%	11.3%
Goods Producing	6,679	6,489	6,381	6,721	6,891	7,124	3.4%	6.7%
Construction & Mining	654	656	701	751	744	863	15.9%	31.8%
Manufacturing	6,025	5,833	5,680	5,970	6,147	6,261	1.9%	3.9%
Durable	3,903	3,799	3,679	3,950	4,016	4,112	2.4%	5.3%
Nondurable	2,122	2,034	2,001	2,021	2,131	2,150	0.9%	1.3%
Service Producing	12,130	12,661	13,250	13,744	13,911	13,804	-0.8%	13.8%
Transportation, Communications & Utilities	710	754	774	785	757	664	-12.3%	-6.4%
Total Trade	4,172	4,355	4,497	4,682	4,834	5,065	4.8%	21.4%
Wholesale	798	867	912	944	952	900	-5.4%	12.8%
Retail	3,374	3,488	3,586	3,738	3,882	4,165	7.3%	23.4%
Finance, Insurance, and Real Estate	583	590	571	585	604	605	0.2%	3.8%
Services & Misc.	3,313	3,522	3,927	4,229	4,226	3,889	-8.0%	17.4%
Total Government	3,353	3,441	3,481	3,464	3,490	3,582	2.6%	6.8%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data. Waupaca County has over 23 percent of its residents who have jobs commuting to work outside of Waupaca County.

Manufacturing employment represents 29.9 percent of nonfarm wage and salary jobs in Waupaca County. Manufacturing employment increased 3.9 percent over the five year period 1994-1999. Much of the industry growth is an indicator of over-all growth that has been going on over the past five years. This can be observed most noticeably in the construction industry, which grew by 31.8 percent in five years, and by 15.9 percent between 1998 and 1999.

The 23.4 percent, five-year growth rate in retail trade is closely connected to the 9.2 percent increase in population as well as to the overall nonfarm wage and salary growth of 11.3 percent. The only area of decline in nonfarm wage and salary employment was in transportation, communication, and utilities. Virtually all of this decline was in freight transportation.

Waupaca County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Health Services	54	2,446	74	207
Educational Services	10	1,794	76	174
Primary Metal Industries	*	*	*	*
Eating And Drinking Places	100	1,524	23	128
Printing And Publishing	15	822	58	104
Food Stores	27	797	-81	96
Transportation Equipment	*	*	*	*
Social Services	23	653	107	145
Industrial Machinery And Equipment	17	630	0	204
Automotive Dealers & Service Stations	50	565	5	108

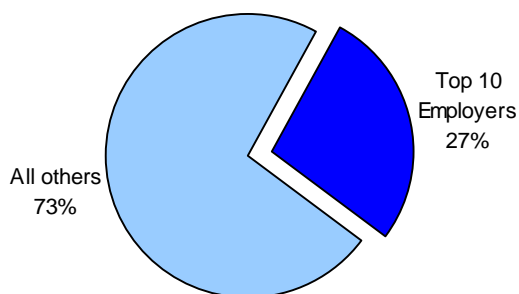
*data suppressed to maintain confidentiality

Top 10 Employers

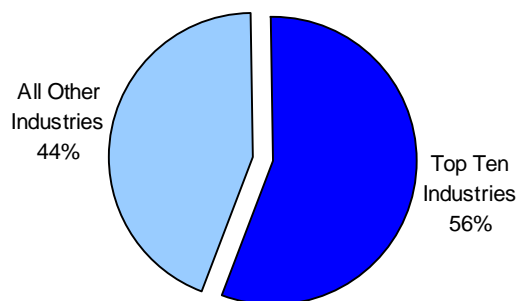
Company	Product or Service	Size
Waupaca Foundry Inc	Iron Foundry	1000+
Wisconsin Veterans' Home	State Owned Retirement Home	500-999
County Of Waupaca	County Government Services	250-499
Krause Publications Inc	Printing and Publishing	250-499
School District Of Waupaca	Public School System	250-499
Sturm Foods Inc	Food Production	250-499
School District Of New London	Public School System	250-499
F W D Corp	Truck Manufacturing	250-499
Reynolds Consumer Products Inc	Plastic Bag Manufacturing	250-499
Riverside Medical Center Inc	Health Care Services	250-499

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of
Nonfarm Employment



Top 10 Industry Groups
Share of Nonfarm Employment



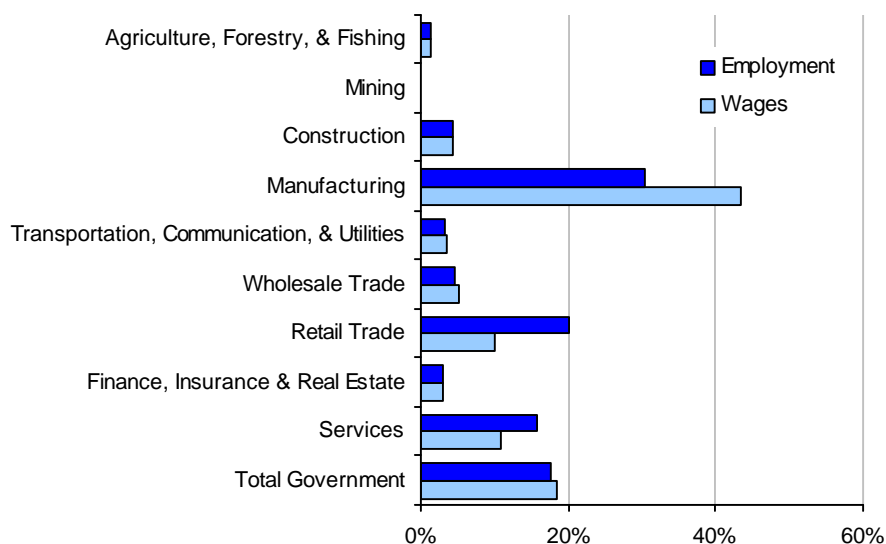
There were a total of 1,348 employers, including private and public sector, in Waupaca County at the end of 1999. The top ten private sector employers employ 27 percent of all workers working in Waupaca County. Five of the ten largest private employers are in the manufacturing industry. However, only four of the ten largest industry groups are in manufacturing.

Health services is the largest industry group within Waupaca County. The largest health care facility is the Wisconsin Veterans' Home at King. The employment levels in primary metal products and transportation equipment is not released due to the State's pledge of confidentiality where there are fewer than three industries of one type.

Waupaca County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$24,331	\$29,609	82.2%	0.7%	15.8%	20,375
Agriculture, Forestry, & Fishing	\$23,794	\$21,499	110.7%	11.2%	12.8%	259
Mining	*	\$39,968	*	*	*	*
Construction	\$25,761	\$36,772	70.1%	9.2%	38.5%	858
Manufacturing	\$34,616	\$37,773	91.6%	3.8%	21.5%	6,207
Transportation, Communications, & Utilities	\$26,532	\$34,523	76.9%	1.1%	12.5%	657
Wholesale Trade	\$27,587	\$38,048	72.5%	7.3%	22.1%	916
Retail Trade	\$12,005	\$15,066	79.7%	3.5%	19.0%	4,111
Finance, Insurance, & Real estate	\$23,877	\$37,911	63.0%	2.2%	16.3%	592
Services	\$16,861	\$26,041	64.7%	-17.0%	1.5%	3,192
Total Government	\$25,818	\$32,017	80.6%	2.1%	16.3%	3,570

Total Employment and Wage Distribution by Industry Division



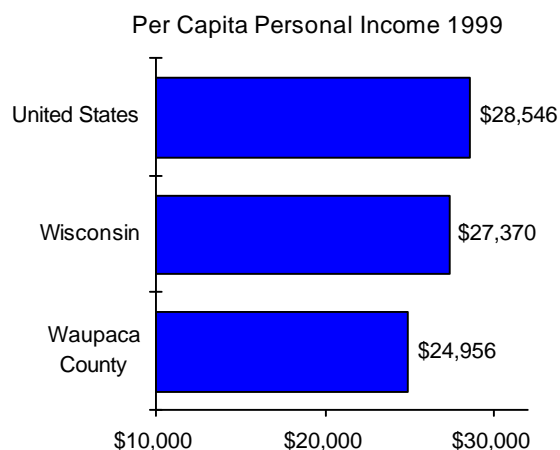
Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

The greatest differential in average wages between Waupaca County and statewide levels in 1999 occurred within the finance, insurance, & real estate sectors. This is a small segment of nonfarm employment in the county, accounting for 2.9 percent of jobs and 2.7 percent of the wages in the county. Annual average wages in this sector are 62.3 percent of the state average. There are no large corporate offices in Waupaca County for this industry group, only smaller units with lower wages than the state average.

Manufacturing employment represents 30.5 percent of total employment and 41.9 percent of wages paid in Waupaca County. Manufacturing wages in this county are 91.6 percent of the state average. Some of the differential can be attributed to the lack of really large manufacturing units and their more powerful collective bargaining organizations (such as we find in the Fox Cities area). Overtime wages also influence the total earnings of manufacturing workers, as does the type of industry, both items are less than the statewide average for this sector.

Retail trade employment represents 20.2 percent of employment, yet only 9.1 percent of the wages paid in Waupaca County. The wages in the retail industry represent a significantly smaller proportion of total wages than employment, because the industry employs a large number of entry-level workers and over 40 percent of the employment is part-time.

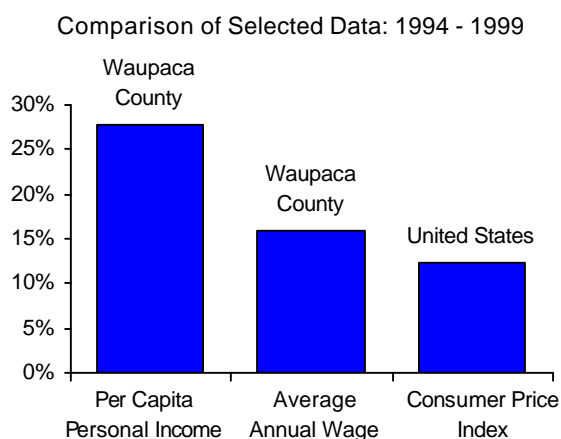
Waupaca County Wage and Income Data



Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Waupaca County's per capita income ranked 28th highest of Wisconsin's 72 counties during 1999.

The Waupaca County per capita income figure in 1999 was 91.2 percent of the state's and 87.4 percent of the nation's. Per capita income can influence the type of services and housing available within a county.

Over the past five years, per capita income in Waupaca County has increased by 27.8 percent and wages earned in Waupaca County have increased by 15.8 percent. One reason for the faster increase in per capita personal income is that over 23 percent of working residents of the county commute to work in other counties, thus their wages are part of that other county's wages, but their income is part of Waupaca County's per capita personal income.



Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Waupaca County	\$19,526	\$20,011	\$21,056	\$22,143	\$24,023	\$24,956	3.9%	27.8%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Accountant	\$ 18.29	\$ 16.58
Bartender	\$ 7.44	\$ 7.59
Cashier	\$ 7.47	\$ 7.16
Child Care Workers	\$ 7.25	\$ 7.35
Construction Laborer	\$ 12.60	\$ 12.71
Cook, Restaurant	\$ 8.36	\$ 8.11
Helpers, Production Worker	\$ 10.79	\$ 10.17
Human Resource Manager	\$ 22.68	\$ 22.85
Janitors & Cleaners	\$ 8.46	\$ 7.94
Nursing Aide	\$ 9.52	\$ 9.51
Office Clerk, General	\$ 10.23	\$ 10.10
Registered Nurses	\$ 17.92	\$ 18.08
Retail Sales Person	\$ 9.04	\$ 7.46
Waiters and Waitresses	\$ 6.27	\$ 6.03

Source: DWD, BWI, 1999 OES wage survey Appleton/Oshkosh/Neenah

Wages paid for work within a county can impact the type of goods and services which may be purchased. Examining wage structures can be an important part of the hiring process for both job seekers and employers. The mean wage is the sum of all wages divided by the number of wage earners; this is often referred to as an "average".

The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage. For occupational wage data in this report we have used data from the metropolitan statistical area nearest the county. For Waupaca County that is the Appleton/Oshkosh/Neenah MSA. Wage structure is similar in most occupational categories, and compared to other non-MSA counties in the state, wages are higher. For example, manufacturing wages are 113 percent of other non-MSA areas.